

Illuminated Emerald Inc.

Building technology that creates opportunity, preserve culture, and
connect Indigenous communities.

Investor Presentation

Cristian Puga
Founder & CEO

Investment Opportunity

- ▶ Seeking approximately CAD \$20 million to accelerate:
- ▶ Expansion of the Moccasin platform
- ▶ National and international marketing
- ▶ Live Moccasin Tournament events
- ▶ Tournament production and livestream infrastructure
- ▶ Hiring developers, designers, marketing, and operations teams
- ▶ Headquarters and future innovation facilities
- ▶ Development of additional technology products within the Illuminated Emerald ecosystem

The problem

► A Tradition Worth Preserving

- The traditional Indigenous Moccasin Game has brought families, friends, and communities together for generations. It represents competition, teamwork, storytelling, and cultural connection. Today, there is an opportunity to help preserve and strengthen that tradition using modern technology.

The Challenges

- Valuable cultural knowledge and stories risk being lost as Elders pass on.
- Younger generations have fewer opportunities to learn and regularly play.
- Tournament information can be difficult to find, limiting participation.
- There is no dedicated digital platform focused on preserving the game's history, stories, and community.
- Non-Indigenous people interested in learning often have limited access to trusted educational resources.
- Communities, artists, and local businesses have limited ways to promote tournaments, events, and services to players.

Our Commitment

The platform is being developed with guidance from:

- An Elder with extensive knowledge of the Moccasin Game and its history.
- Experienced tournament players who regularly participate in community competitions.
- A team committed to preserving culture while making it more accessible for future generations.

Our Vision

We are not replacing tradition—we are helping preserve it, share it, and inspire more people to experience it.

A Digital Home for the Traditional Indigenous Moccasin Game

- ▶ The Illuminated Emerald Moccasin platform combines education, entertainment, and community into one experience, making it easier than ever to learn, play, and participate in the traditional Indigenous Moccasin Game.

Learn

- ▶ Interactive tutorial before first gameplay.
- ▶ Learn at your own pace through hands-on gameplay.
- ▶ Discover the history and cultural significance of the Moccasin Game.

Play

- ▶ Challenge AI opponents.
- ▶ Play private matches with friends and family.
- ▶ Join online multiplayer games with players from anywhere.
- ▶ Practice before attending real-world tournaments.

Connect

- Create a personal profile.
- Discover local and upcoming tournaments.
- Watch livestreams and community events.
- Stay connected with players and organizers.

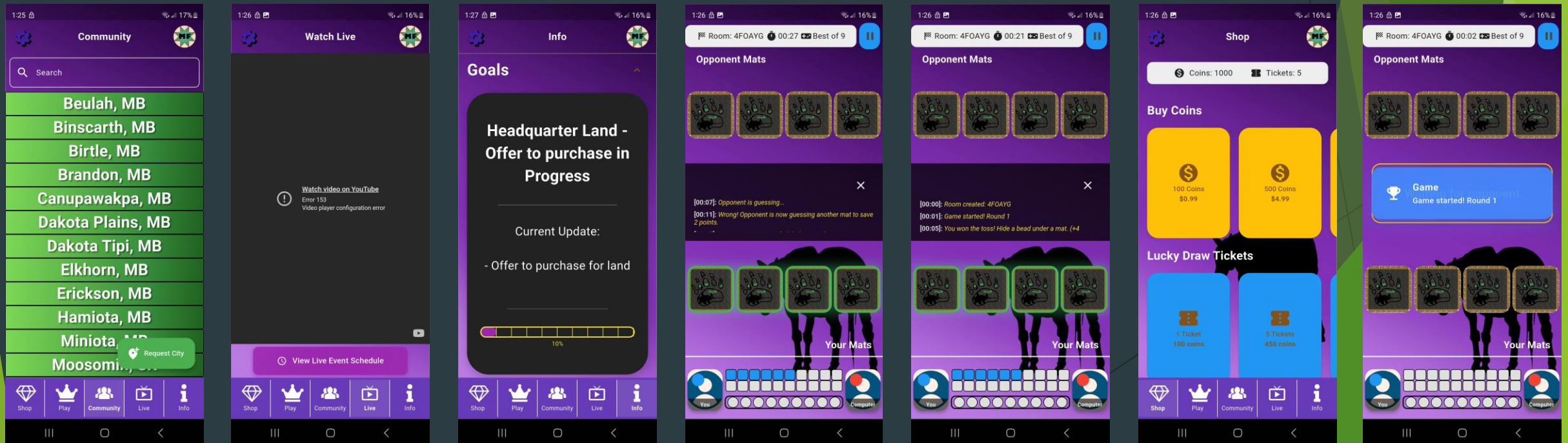
Support Communities

- Free business advertising opportunities.
- Marketplace for game sets, merchandise, and future customization.
- Connect players, families, businesses, and communities in one platform.

Our mission is to preserve culture, strengthen communities, and make the traditional Moccasin Game more accessible to everyone while respecting its history and traditions.

Built, Playable, and Continuously Improving

- ▶ The Moccasin platform is currently in beta for Android, with active development focused on expanding features, improving user experience, and preparing for public release.
- ▶ Currently available in Android Beta. iOS planned for a future release.



Market Opportunity

Preserving Culture Through Technology

- ▶ The traditional Indigenous Moccasin Game has been played for generations and continues to bring communities together through tournaments, family gatherings, and cultural events.
- ▶ Our platform serves multiple audiences:

Primary Audience

- ▶ Existing Moccasin Game players
- ▶ Indigenous youth and families
- ▶ Elders sharing knowledge
- ▶ Tournament participants and organizers

Secondary Audience

- ▶ Schools and educators
- ▶ Non-Indigenous individuals interested in learning and participating respectfully
- ▶ Businesses promoting products and services to the community
- ▶ Event organizers and cultural organizations

Growth Strategy

Phase 1

- ▶ Launch across Canada on Android.
- ▶ Grow the player community and tournament participation.

Phase 2

- ▶ Expand to iOS.
- ▶ Increase partnerships with Indigenous communities and organizations.
- ▶ Grow livestreamed tournaments and sponsorship opportunities.

Phase 3

- ▶ Introduce the platform to international audiences interested in Indigenous culture while continuing to support communities across Canada.

Why Now?

- ▶ Cultural preservation is becoming increasingly important.
- ▶ Mobile gaming continues to grow worldwide.
- ▶ Communities are seeking new ways to engage younger generations.
- ▶ Digital platforms make it easier than ever to connect players, families, and tournaments.

Business Model

Multiple Revenue Streams Designed for Long-Term Growth

- ▶ Rather than relying on a single source of income, the Moccasin platform combines digital, event, and merchandise revenue into one sustainable ecosystem.

1. In-App Advertising

- ▶ Google-served advertisements generate recurring revenue as the player community grows.
- ▶ Designed to provide ongoing income while keeping the app free to download.

2. Premium Subscription

- ▶ Subscribers receive benefits including:
- ▶ Ad uploads without spending in-game coins.
- ▶ Exclusive cosmetic customization.
- ▶ Additional premium features as the platform evolves.

3. Marketplace

- ▶ Players can purchase:
- ▶ Traditional game sets.
- ▶ Company merchandise.
- ▶ Cosmetic customizations for gameplay, including:
 - ▶ Playing sticks
 - ▶ Mats
 - ▶ Backgrounds
 - ▶ Playing bead designs

4. Tournament Sponsorships

- ▶ Community tournaments remain free to participate in while generating revenue through:
- ▶ Event sponsorship packages.
- ▶ Livestream sponsorship opportunities.
- ▶ Merchandise sales during events.

5. Business Promotion

- ▶ Businesses can advertise through the app using the in-game coin system.
- ▶ Premium advertising campaigns and longer-term placements can be managed directly by Illuminated Emerald through the company website.

Why This Matters

- ▶ Our goal is to create a platform where culture, community, and business support one another. By combining gameplay, events, sponsorships, advertising, subscriptions, and merchandise, we aim to build a resilient business with diverse revenue sources while keeping the core experience accessible to everyone.

Traction & Progress

From Vision to Reality

- ▶ Illuminated Emerald Inc. has moved beyond the idea stage. Over the past year, we have built a working product, established partnerships, and laid the foundation for future growth.

Company Milestones

- ▶ Federally incorporated as **Illuminated Emerald Inc.** on **August 6, 2025.**
- ▶ Approximately **one year** of active Moccasin platform development.
- ▶ Working Android beta application.
- ▶ **15 Google Play beta testers** preparing for public release.
- ▶ Company website launched.
- ▶ Announced publicly and featured in a local community newsletter.
- ▶ Planning the inaugural Illuminated Emerald Moccasin Tournament.

Team

- ▶ 4-person development team.
- ▶ Led by Founder & CEO **Cristian Puga**.
- ▶ Built with guidance from an Elder knowledgeable in the Moccasin Game and experienced tournament players.

Community Support

- ▶ Tournament sponsorship secured from **Sunrise Credit Union** for a future community event.
- ▶ Growing social media presence:
 - ▶ Facebook: **358 followers**
 - ▶ TikTok: **10-15 followers**

What This Demonstrates

- ▶ Although we are still early in our journey, we have already shown our ability to build, collaborate with communities, and turn an idea into a working product with a clear roadmap for growth.

Go-to-Market Strategy

Growing the Community, One Player at a Time

- Our growth strategy combines digital marketing, community partnerships, and real-world events to build a long-term player base while preserving and promoting the traditional Indigenous Moccasin Game.

Phase 1 - Launch

- ▶ Release the Android app to the public.
- ▶ Grow an engaged player community.
- ▶ Collect feedback and continuously improve the platform.

Phase 2 - Community Engagement

- ▶ Promote the app through sponsored creators and community ambassadors.
- ▶ Share creator achievements, company updates, and behind-the-scenes development.
- ▶ Introduce tournament highlights and livestream content as events grow.

Phase 3 - Referral & Community Growth

- ▶ Reward players through a referral program.
- ▶ Encourage engagement through future rewards for referrals, active participation, and community interaction.
- ▶ Expand awareness through posters, vehicle decals, and QR code marketing.

Phase 4 - Partnerships

- ▶ Work with Indigenous communities, schools, tournament organizers, and cultural organizations.
- ▶ Continue expanding sponsorship opportunities with businesses that support community events.

Phase 5 - International Growth

- ▶ Expand to iOS following Android success.
- ▶ Support tournaments across Canada.
- ▶ Grow toward international participation while continuing to promote Indigenous culture and community connections.

Long-Term Vision

- ▶ To build the world's leading digital platform dedicated to the traditional Indigenous Moccasin Game, connecting players, families, communities, and tournaments across borders while helping preserve an important cultural tradition.

Competitive Advantage

Why Illuminated Emerald?

- ▶ Our advantage is not simply building an app—it's building a platform with authenticity, community involvement, and a long-term vision for preserving culture.

Authentic by Design

- Developed with guidance from an Elder knowledgeable in the Moccasin Game and its history.
- Reviewed by experienced tournament players to ensure gameplay respects traditional rules and practices.

Indigenous-Owned & Community-Focused

- Proudly Indigenous-owned and federally incorporated in Canada.
- Committed to reinvesting into Indigenous communities through tournaments, partnerships, sponsorships, and cultural initiatives.

More Than a Mobile Game

Our platform combines:

- ▶ Interactive learning
- ▶ Authentic gameplay
- ▶ Tournament discovery and registration
- ▶ Livestreams
- ▶ Cultural information
- ▶ Community connections
- ▶ Business promotion
- ▶ Merchandise and marketplace

First-Mover Opportunity

- ▶ To the best of our knowledge, no other platform currently brings together the traditional Indigenous Moccasin Game with education, community features, tournament support, and cultural preservation in a single digital experience.

Our Vision

- ▶ We are building this platform to preserve culture for future generations—not simply to create another mobile game. Every improvement, tournament, and partnership is designed to strengthen communities while creating a sustainable business.

Financial Projections

Building a Scalable Cultural Technology Platform

The Moccasin platform is designed to create sustainable revenue while keeping the core experience accessible through a free-to-play model.

User Growth Targets

Timeline

Year 1

Year 3

Year 5

Year 5 Engagement Goal

User Goal

1,000+ downloads

10,000+ downloads

20,000+ downloads

1,000+ active users

Illustrative Revenue Projection

(Based on current assumptions and subject to adjustment as user data becomes available.)

<u>Year</u>	<u>Primary Focus</u>	<u>Estimated Revenue Goal</u>
Year 1	Launch, users, first tournaments, sponsorships	\$50K-\$100K
Year 2	Growth, subscriptions, marketplace expansion	\$150K-\$300K
Year 3	National growth, larger events, partnerships	\$300K-\$500K
Year 4	Expanded tournament network and audience	\$500K-\$750K
Year 5	Mature platform with multiple revenue streams	\$1M+

Revenue Drivers

Advertising

- ▶ Free-to-play access supported by in-app advertising.
- ▶ Revenue scales with active users and engagement.

Subscriptions

- ▶ Monthly and yearly options.
- ▶ Estimated 1% conversion goal.
- ▶ Premium benefits and customization options.

Marketplace

- ▶ Digital customization items:
 - ▶ Mats
 - ▶ Sticks
 - ▶ Beads
 - ▶ Backgrounds
 - ▶ Coins
 - ▶ Other cosmetic features

Physical products on the website:

- ▶ Moccasin Game sets
- ▶ Merchandise

Tournament Ecosystem

- Initial goal: approximately 12 tournaments annually.
- Future growth toward 36+ tournaments annually.
- Sponsorship packages around \$6,000 for smaller events.

Additional revenue:

- Livestream sponsorships
- Merchandise
- Vendor opportunities

Long-Term Vision

- ▶ The Moccasin platform is designed to become a sustainable cultural technology product while serving as the foundation for the larger Illuminated Emerald Inc. ecosystem.

Roadmap

Accelerating From Foundation to Growth

- ▶ Illuminated Emerald Inc. has progressed from concept to working beta product. With strategic investment, we can accelerate development, expand operations, and bring our vision to a larger audience.

Next 12 Months — Launch & Expansion

Product Development

- ▶ Public launch of the Moccasin platform.
- ▶ Continued improvements based on player feedback.
- ▶ Begin iOS development.
- ▶ Continue development of future technology products.

Community Growth

- ▶ Launch official Illuminated Emerald tournaments.
- ▶ Build tournament operations and livestream capabilities.
- ▶ Expand community partnerships.

Team Expansion

Investment will support hiring:

- Developers
- Marketing team members
- Tournament production crews
- Operations support

Brand Expansion

- Increase marketing campaigns.
- Expand sponsored creator partnerships.
- Grow social media presence.
- Strengthen community awareness.

2-3 Year Vision

- ▶ Fully developed Moccasin platform ecosystem.
- ▶ Sustainable tournament series across communities.
- ▶ Expanded player base across Canada and internationally.
- ▶ Increased sponsorship opportunities.
- ▶ Expanded merchandise and marketplace offerings.
- ▶ Growth of additional Illuminated Emerald technology products.

Strategic Growth Investment

- ▶ Funding will accelerate:
- ▶ Headquarters development.
- ▶ Equipment and infrastructure.
- ▶ Product improvements.
- ▶ Event production capabilities.
- ▶ Marketing expansion.
- ▶ Team growth.

Our Commitment

- ▶ Illuminated Emerald Inc. has already transformed an idea into a working product through dedication, collaboration, and community support.
- ▶ With the right investment partners, we are ready to accelerate growth and build technology that creates opportunities, preserves culture, and connects communities.

Team & Leadership

- ▶ **The Team Building Illuminated Emerald**
- ▶ A combination of entrepreneurship, technology, cultural knowledge, and tournament experience driving the future of Indigenous digital innovation.

Cristian Puga

► Founder & CEO

- Cristian is the founder and visionary behind Illuminated Emerald Inc., bringing together technology, gaming, and community-focused innovation.
- Founded and self-funded Illuminated Emerald Inc.
- Led the company from concept to working beta product.
- Experience participating in gaming and chess tournaments, including tournament wins.
- Background in management, team coordination, and diverse industries.
- Currently leads a team while building the company and advancing product development.
- Responsible for company vision, partnerships, strategy, and growth.

Robby Sharma

Lead Developer

- ▶ Robby leads the technical development of the Moccasin platform.
- ▶ Responsible for app development and technical implementation.
- ▶ Helped bring the product from concept to working beta stage.
- ▶ Currently contributing part-time while balancing other commitments.
- ▶ Focused on creating a reliable and engaging user experience.

Floyd Bunn

Cultural Advisor & Elder Knowledge Keeper

- ▶ Floyd provides important cultural guidance to help ensure the platform respects the history and traditions of the Moccasin Game.
- ▶ Provides knowledge of the game's history and traditions.
- ▶ Helps guide respectful representation of the culture.
- ▶ Supports accurate learning experiences within the platform.
- ▶

Jeffrey Rodgers

Tournament & Community Advisor

- ▶ Jeffrey brings firsthand experience as a tournament participant and helps guide authentic gameplay and event planning.
- ▶ Experienced Moccasin Game tournament participant.
- ▶ Provides insight into rules, play styles, and respectful representation.
- ▶ Supports tournament planning and community engagement.

Built With Dedication Before Investment

- ▶ The Illuminated Emerald team has reached the beta stage through personal commitment, collaboration, and limited resources.
- ▶ Strategic investment will allow the team to transition from part-time development into a fully supported operation with dedicated development, marketing, and event teams.

Investment Opportunity

Join the Future of Indigenous Technology & Digital Culture

- ▶ Illuminated Emerald Inc. is seeking strategic investment partners to accelerate the growth of our flagship Moccasin platform, expand operations, and build the foundation for future technology innovation.

Strategic Growth Investment Opportunity

Seeking approximately:

- ▶ **Up to \$20M in Growth Capital**
- ▶ Investment will accelerate:

Product Development

- ▶ Moccasin platform expansion.
- ▶ iOS development.
- ▶ New features and improvements.
- ▶ Future technology initiatives.

Tournament & Community Growth

- ▶ Official tournament series.
- ▶ Professional livestream production.
- ▶ Event equipment and operations.
- ▶ Community partnerships.
- ▶ Future international championship opportunities.

Team Expansion

- Full-time developers.
- Marketing professionals.
- Event production teams.
- Operations support.

Infrastructure

- Headquarters development.
- Equipment and technology resources.
- Long-term company expansion.

Partnership Opportunities

Equity Investment

- ▶ Investment opportunities available through negotiated equity structures based on investment size and strategic value.

Sponsorship Partnerships

- ▶ Opportunities to support:
- ▶ Tournaments
- ▶ Creators
- ▶ Community events
- ▶ Cultural initiatives

Strategic Partnerships

- ▶ Seeking partners who can provide:
- ▶ Gaming industry expertise.
- ▶ Technology resources.
- ▶ Marketing reach.
- ▶ Event experience.

Long-Term Opportunity

- ▶ Our vision extends beyond a mobile application.
- ▶ With the growth of the Moccasin platform, Illuminated Emerald aims to create a global competitive ecosystem featuring:
- ▶ International tournaments.
- ▶ Community-based teams.
- ▶ Large-scale championship events.
- ▶ Professional livestream audiences.
- ▶ Sponsorship opportunities.
- ▶

The Opportunity

- ▶ The Moccasin platform represents the beginning of Illuminated Emerald Inc.'s mission to create technology that preserves culture, connects communities, and creates opportunities for future generations.

Closing Vision

Building Opportunity Through Innovation

- ▶ Illuminated Emerald Inc. was founded with a simple belief:

Technology should create opportunities, strengthen communities, and solve real-world problems.

- ▶ Our journey began by identifying challenges we have experienced firsthand and transforming those experiences into meaningful technology solutions.
- ▶ The Moccasin platform is only the beginning.
- ▶ Our long-term vision is to build innovative products that create employment, support communities, preserve culture, and bring people together through technology.

Looking Ahead

- ▶ Over the next decade, we aim to:
- ▶ Create thousands of meaningful employment opportunities.
- ▶ Build innovative technology for underserved communities.
- ▶ Grow internationally while remaining community-focused.
- ▶ Establish major tournaments and cultural events.
- ▶ Continue developing products that solve real-world challenges.
- ▶

Why Invest?

- ▶ By investing in Illuminated Emerald Inc., you are supporting a company committed to:
- ▶ Innovation with purpose.
- ▶ Indigenous-led technology.
- ▶ Cultural preservation.
- ▶ Community partnerships.
- ▶ Long-term sustainable growth.
- ▶ Together, we can build technology that creates opportunities for generations to come.

Let's build the future—together.

Contact

Cristian Puga
Founder & CEO
Illuminated Emerald Inc.

[Home - Illuminated Emerald Inc.](#)

Email: Cristian.puga@illuminatedemerald.com

Phone or text: 204-808-8516